

## Ginny Petru - Experience Snapshot

- 25+ Years in Marketing Communications
- Michigan Avenue, World's Top PR firms
  - 3M
  - Procter & Gamble
  - Barton Brands (Corona); Auto Armor (automotive)

The logo for 3M, consisting of the letters "3M" in a bold, red, sans-serif font.The logo for Procter & Gamble, featuring the letters "P&G" in a blue, serif font.The logo for Lanson Champagne, with "CHAMPAGNE" in a small font above the word "Lanson" in a large, elegant, cursive script, and "REIMS FRANCE" in a small font below.The logo for Auto Armor, featuring a stylized car icon above the text "AUTO ARMOR" in a bold, blue, sans-serif font, with "ENTIRE CAR PROTECTION" in a smaller font below.The logo for Corona, featuring a crown icon above the word "Corona" in a blue, serif font.The logo for Koss stereophones, featuring a stylized "K" icon above the text "KOSS" in a bold, black, sans-serif font, with "stereophones" in a smaller font below.

## JanSan Experience

- JanSan Experience; 20 years providing marketing communications services
- Past JanSan clients include:
  - Chase Products Co.
  - EnvirOx
  - Filmop
  - Soy Technologies
  - Earth Friendly Products
  - Lambskin Specialties
  - NISSCO Buying Group



## Journalism/Writing Experience

– Writer, Contributor, Trade Publications

- CMM – Journalism Award Winner
  - GAMMA Award

The logo for the Gamma Awards consists of the word "GAMMA" in a blue, sans-serif font above the word "AWARDS" in a grey, sans-serif font.

GAMMA  
AWARDS

- Cygnus Publications - managing editor, online publication
- Maintenance Supplies - Distributor Profile monthly columnist, 5 years

## Experience Timeline

- Founded Marketing Communications Firm in 1987
  - Petru & Associates, Ltd. The logo for Petru & Associates, Ltd. Marketing Communications features the text "PETRU & ASSOCIATES, Ltd." in red above a stylized graphic of several vertical bars of varying heights, with "MARKETING COMMUNICATIONS" in black below.
  - [www.petru.biz](http://www.petru.biz)
- Founding Partner, AXIS GMO The logo for AXIS features the word "AXIS" in a bold, blue, sans-serif font, with a green circular arrow graphic around the letter "I".
- Founder, JanSanOptimize.com The logo for JanSan OPTIMIZE .com is identical to the one in the top left corner.